

EXHIBIT 37

97815

CCLT 030225

Charge Back Cover Sheet

CB Number : 97815
Vendor # : 70932
Vendor Name : SONY
Class : 389
Brand : SON
PP : N
Effective Date : 01/24/2009

PA # : ----
PE # : ----
Origin : ☒ Confirming Letter
☐ Billing Memo
☐ Support



Circuit City Stores, Inc
9954 Mayland Drive
Richmond, VA 23233-1464

01/27/2009

Leticia Bergin
SONY
300 Arboretum Way
Suite 310
Richmond, VA 23236

Dear Leticia Bergin,

This is to confirm \$537,850.00 committed by Leticia Bergin offered to Circuit City Stores Inc., effective 12/28/2008. These funds are for 12/28-1/24 sell through support DI-08-92. Supporting details are attached.

Circuit City (CCS) confirms and accepts the funding enumerated above. However, CCS cannot agree to set off any amounts due to CCS against pre petition balances due to the vendor until or unless such set off has been accepted by both parties and approved by the courts.

Payment is due immediately and will be collected via check or wire from the vendor for chargeback #97815

All other terms and conditions remain the same.

Sincerely,

Timothy Hague

Charge Back Cover Sheet

CB Number : 97815
Vendor # : 70932
Vendor Name : SONY
Class : 389
Brand : SON
PP : N
Effective Date : 01/24/2009

PA # : ----
PE # : ----
Origin : ☐ Confirming Letter
☐ Billing Memo
☒ Support

Status: COMPLETED

Chargeback #: 97815

CR#:

PA #:

Vendor Name: SONY

Vendor #: 70932

Committed By: Leticia Bergin

Mail To:

Address: 300 Arboretum Way

Created By: Gozza, Courtney

Suite 310

Finalized By: Michael, John

City: Richmond

Finalized Date: 01/27/2009

State: VA

Last Changed By: Michael, John

Province/Region:

Last Changed Date: 01/27/2009

Country: United States

Zip: 23236

Attn To: Leticia Bergin

Copy To:

Buyer Name: Timothy Hague

Funding Description: 12/28-1/24 sell through support DI-08-92

Based On: Sales

Is There A Threshold ? N

Sales For:

	Class	Brand	Model	Amount Per Unit	Class Description
	389	SON	DSCW150N	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW120P	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW120B	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW170B	\$20.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW170	\$20.00	DIG PNT&SHT CAMERAS
	389	SON	DSCS780	\$30.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW170R	\$20.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW150R	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW120L	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCS750	\$30.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW150	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW120	\$50.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW170N	\$20.00	DIG PNT&SHT CAMERAS
	389	SON	DSCW150B	\$50.00	DIG PNT&SHT CAMERAS

Gross Sales or Net Sales ? Net Sales

Sales Based On: Written

Start Date: 12/28/2008

End Date: 01/24/2009

Billing Frequency: Immediate

Payment How: Check from vendor

Vendor Payment Due Days: 0

Allocation On: Amount

Allocation:	Type	Sub-Type	Class	Brand	Amount	%
	CES	Instant Rebate (POS)	389	SON	\$537,850.00	100.00

Comments: Estimated at \$537,850.00.

Sales Details:

Item Details

Class	Brand	Model	Quantity	Amount Per Unit	Chargeback Amount
389	SON	DSCS780	68	\$30.00	\$2,040.00
389	SON	DSCW170B	2,402	\$20.00	\$48,040.00
389	SON	DSCW170N	10	\$20.00	\$200.00
389	SON	DSCW150N	11	\$50.00	\$550.00
389	SON	DSCW150	32	\$50.00	\$1,600.00
389	SON	DSCW120L	-3	\$50.00	\$-150.00
389	SON	DSCW150B	1,134	\$50.00	\$56,700.00
389	SON	DSCS750	3,954	\$30.00	\$118,620.00
389	SON	DSCW150R	78	\$50.00	\$3,900.00
389	SON	DSCW120	3,421	\$50.00	\$171,050.00
389	SON	DSCW120B	1,073	\$50.00	\$53,650.00
389	SON	DSCW170	2,492	\$20.00	\$49,840.00
389	SON	DSCW120P	625	\$50.00	\$31,250.00
389	SON	DSCW170R	28	\$20.00	\$560.00
Total			15,325		\$537,850.00

Workflow Comments:

Chargeback #: 97815
Vendor #: 70932
Vendor Name: SONY
Sales Start Date: 12/28/2008
Sales End Date: 01/24/2009

Sales Details:

Item Details

Class	Brand	Model	Quantity	Amount Per Unit	Chargeback Amount
389	SON	DSCS780	68	\$30.00	\$2,040.00
389	SON	DSCW170B	2,402	\$20.00	\$48,040.00
389	SON	DSCW170N	10	\$20.00	\$200.00
389	SON	DSCW150N	11	\$50.00	\$550.00
389	SON	DSCW150	32	\$50.00	\$1,600.00
389	SON	DSCW120L	-3	\$50.00	\$-150.00
389	SON	DSCW150B	1,134	\$50.00	\$56,700.00
389	SON	DSCS750	3,954	\$30.00	\$118,620.00
389	SON	DSCW150R	78	\$50.00	\$3,900.00
389	SON	DSCW120	3,421	\$50.00	\$171,050.00
389	SON	DSCW120B	1,073	\$50.00	\$53,650.00
389	SON	DSCW170	2,492	\$20.00	\$49,840.00
389	SON	DSCW120P	625	\$50.00	\$31,250.00
389	SON	DSCW170R	28	\$20.00	\$560.00
Total			15,325		\$537,850.00

Courtney Gozza
01/19/2009 10:53 AM

To: VMA Chargeback Request@Circuit City
cc: Christi Fecteau/Accounting/Circuit City@CIRCUIT CITY, Tim
Hague/MDSE/Circuit City@Circuit City, Steve Deason/MDSE/Circuit
City@Circuit City, Ann Saulsbury/MDSE/Circuit City@Circuit City
Subject: Revisions to CBs ~~97815~~, 98255, 98256, 98258, 98268 Fw: Sales News
Revisions

Hello,

Per the below email from Sony, I have revised the following Chargebacks:

~~97815~~, 98255, 98256, 98258, 98268.

In addition I have added the following two chargebacks on the void grid because they are now
incorporated into CB ~~97815~~. Please void: 97818, 97820.

Thanks

Courtney Gozza
Associate Buyer, Imaging
Circuit City Stores, Inc.
804-486-7155
Courtney_Gozza@circuitcity.com

--- Forwarded by Courtney Gozza/MDSE/Circuit City on 01/19/2009 10:51 AM ---



"Bergin, Leticia"
<leticia.bergin@am.sony.com>

01/15/2009 01:57 PM

To <Tim_Hague@Circuitcity.com>,
<Courtney_Gozza@circuitcity.com>,
<Jaclyn_Veney@circuitcity.com>
cc

Subject Sales News Revisions

Tim & Team

Attached are two Cancelled Sales News and one New Sales News.

Please contact me if you have any questions.

Thank you

Tish

Tish Bergin
National Account Manager
804-267-2610 office
804-687-2898 mobile



DI-08-92-DSC-Trailing Credit Program - various models.doc DI-08-80-DSC-Trailing Credit Program - DSCS750-REV1-CANCELLED.doc



DI-08-81-DSC-Trailing Credit Program - DSCW120 W150-REV2-CANCELLED.doc

SONY

Sony Electronics Inc.



Digital Imaging Products Division 2008 Trailing Credit Program - Various Digital Still Camera Models

Program Overview – Sony is offering to our authorized retailer base of dealers, a promotional program to drive sales of various Digital Still Camera models. The details of this opportunity are described below. This program incorporates an instant rebate offer and trailing credit component that will help participating dealers maximize their profitability on the selected SKU(s).

Eligible Dealers and Reporting

Eligible Dealers – In order to participate in this program, the dealer must have a current reseller agreement on file with Sony, be authorized to sell the Qualifying Product(s), and must be regularly reporting "sell-through" and "on-hand inventories" to Sony or their Sony Representative on their of Sony Digital Still Camera business. Dealers who are not reporting this information regularly prior to April 30th 2009 will not be eligible to participate.

Reporting – At the close of the Program Period, participating dealers must report to their local Sony sales representative their on-hand and sell through quantities of all eligible Sony Digital Still Camera products.

Program Requirements

Program Period(s) – Dec 28th 2008 through Mar 7th, 2009

Qualifying Product(s) –

DSCS750, DSCS780

DSCW120, DSCW120/B, DSCW120/L, DSCW120/P

DSCW150, DSCS150/B, DSCW150/R, DSCW150/N

DSCW170, DSCW170/B, DSCW170/R, DSCW170/N

DSCH10, DSCH10/B

DSCT77, DSCT77/B, DSCT77/P, DSCT77/G, DSCT77/T

DSCT700, DSCT700/H, DSCT700/R, DSCT700/P, DSCT700/N

Instant Rebate Offers – In order to receive the trailing credits under this voluntary program, in addition to all the other requirements set forth in this document, participating Dealers must provide the following instant rebate offer throughout the Program Period:

Sony reserves the right to make changes to this program at any time

CCLT 030233

Digital Imaging
1/27/2009

DI-08-92 DSC Trailing Credit Various Models
Page 2

Program Periods	Instant Rebate Offer (during the corresponding Program Period)
December 28th – Jan 24th	Customers purchasing any of the following models will receive the corresponding instant rebate (shown below) at the time of purchase: DSCS750, DSCS780 : \$30 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$50 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$50 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N: \$20
Jan 25th– Jan 31st	Customers purchasing any of the following models will receive the corresponding instant rebate (shown below) at the time of purchase: DSCS750, DSCS780 : \$40 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$70 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$100 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$70 DSCH10, DSCH10/B : \$70 DSCT77, DSCT77/B, DSCT77/P, DSCT77/G, DSCT77/T : \$70 DSCT700, DSCT700/H, DSCT700/R, DSCT700/P, DSCT700/N : \$70
Feb 1 st – Feb 7th	Customers purchasing any of the following models will receive the corresponding instant rebate (shown below) at the time of purchase: DSCS750, DSCS780 : \$30 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$50 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$50 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N: \$50
Feb 8th– Feb 21st	Customers purchasing any of the following models will receive the corresponding instant rebate (shown below) at the time of purchase: DSCS750, DSCS780 : \$40 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$70 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$100 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$70 DSCH10, DSCH10/B : \$70 DSCT77, DSCT77/B, DSCT77/P, DSCT77/G, DSCT77/T : \$70 DSCT700, DSCT700/H, DSCT700/R, DSCT700/P, DSCT700/N : \$70
Feb 22nd– Mar 8th	Customers purchasing any of the following models will receive the corresponding instant rebate (shown below) at the time of purchase: DSCS750, DSCS780 : \$30 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$50 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$50 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N: \$50

Advertising / Layout Requirements

Advertising Layout – If participating dealers elect to advertise this IRO, the advertisement may **not** use the word "only" when referencing dates and discounts in conjunction with the execution of this Program. Advertising including terms such as "This Week Only" or "Only This Week" when referencing the qualifying product pricing will **not** be eligible for credits under this program.

Sony reserves the right to make changes to this program at any time

Digital Imaging
1/27/2009

DI-08-92 DSC Trailing Credit Various Models
Page 3

Trailing Credits – Subject to the program requirement set forth in this sales news, Sony will pay trailing credits only on Qualifying Products sold during the Program Period. Trailing credit amounts (per unit) are set forth below. A participating dealer who does not meet all of the requirements described in this document shall not be entitled to receive any Trailing Credits under this program. No exceptions will be allowed.

Program periods	Qualifying products: Trailing Credit Amount (\$/unit sold)
December 28th – Jan 24th	DSCS750, DSCS780 : \$24 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$40 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$40 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$16
Jan 25th– Jan 31st	DSCS750, DSCS780 : \$32 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$56 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$80 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$56 DSCH10, DSCH10/B : \$56 DSCT77, DSCT77/B, DSCT77/P, DSCT77/G, DSCT77/T : \$56 DSCT700, DSCT700/H, DSCT700/R, DSCT700/P, DSCT700/N : \$56
Feb 1 st – Feb 7th	DSCS750, DSCS780 : \$24 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$40 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$40 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$40
Feb 8th– Feb 21st	DSCS750, DSCS780 : \$32 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$56 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$80 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$56 DSCH10, DSCH10/B : \$56 DSCT77, DSCT77/B, DSCT77/P, DSCT77/G, DSCT77/T : \$56 DSCT700, DSCT700/H, DSCT700/R, DSCT700/P, DSCT700/N : \$56
Feb 22nd– Mar 8th	DSCS750, DSCS780 : \$24 DSCW120, DSCW120/B, DSCW120/L, DSCW120/P : \$40 DSCW150, DSCS150/B, DSCW150/R, DSCW150/N : \$40 DSCW170, DSCW170/B, DSCW170/R, DSCW170/N : \$40

Program Variances – **Sony reserves the right to refuse any and all payments to any participating dealer if any of the program guidelines are not followed.** Sony reserves the sole right to decide if a participating dealer has performed according to program guidelines.

Claim / Collection Requirements

Claim Submission & Payment – All claims submitted to Sony for the trailing credit amounts must be received no later than close of business Apr 30th, 2009. Sony will reject any trailing credit claims received after this date. Program claims must be submitted as a single package document (participating dealer shall submit all paperwork in a single claim for the entire program). Sony will pay all undisputed claims in full within 30 days.

Sony reserves the right to make changes to this program at any time

Digital Imaging
1/27/2009

DI-08-92 DSC Trailing Credit Various Models
Page 4

Claim Contents – Claims to Sony must contain the following data:

1. Sell through of product (unit basis) for the weeks of January 11th, 2009 – Jan 24th, 2009 on a by SKU basis. Credits issued by Sony will not, for any reason exceed the amounts defined in the Trailing Credit Section above.
2. Proof that the IRO was provided to various models above customers throughout the Program Period; and
3. Debit Memo for the total trailing credit amount being requested from Sony referencing Sales News **DI-08-92**.

Please note that any deviation from these terms and conditions will result in Sony's refusal to pay trailing credits. Participating dealers who elect to engage in advertising practices outside the above defined requirements will not be eligible for the trailing credit payments described above. This program may be terminated or modified by Sony at any time at its sole discretion.

Credits, Discounts & Rebates Programs

Credits, discounts, rewards and rebates issued to the Retailers under this program are available for use by the Retailers only for the future purchase of products from Sony, are not cash equivalents, do not create a right of payment to the Retailers, and are not deemed earned until products purchased with them are paid for in full. Any such credits, discounts, rewards and rebates are subject to all of Sony's rights under applicable state or federal law, including, but not limited to, its rights of setoff and recoupment.

If Retailer is the subject of a voluntary or involuntary bankruptcy proceeding, Sony will have the full right to effect a reconciliation of accounts with the Retailers by applying any such credits, discounts, rewards and rebates due to the Retailers against amounts due to Sony.

If any merchandise or amounts previously paid by Retailers to Sony are returned, forfeited, or subject to avoidance or similar action for any reason, including in any bankruptcy proceeding or similar proceeding under any similar state or federal law, such credits, discounts, rewards and rebates will be deemed null and void and not earned, and any credits, discounts and rebates previously issued to the Retailers that, for whatever reason, are not deemed null and void, will be used to offset any amounts due Sony.

Credits Administration

CSS please use Reason Code **ZAM** and reference the Sales News **DI-08-92**.

Questions regarding coding of credits, please contact DIPD Finance Kristen George.

Sales News Administration:

Pricing Support Services

Email address: Pricing Support Services

Issued/Revised Date:	Issued/Revised By:	Revision No.
January 14, 2009	Pricing Support Services	

Sony reserves the right to make changes to this program at any time

SONY

Sony Electronics Inc.

**DSCS750 Trailing Credit
Program**

DI-08-80-R-1 CANCELLED
Replaced by DI-08-92

Digital Imaging Products Division 2008 Trailing Credit Program -Digital Still Camera Product DSCS750

Program Overview – Sony is offering to our authorized retailer base of dealers, a promotional program to drive sales of Digital Still Camera DSCS750. The details of this opportunity are described below. This program incorporates an instant rebate offer and trailing credit component that will help participating dealers maximize their profitability on the selected SKU(s).

Eligible Dealers and Reporting

Eligible Dealers – In order to participate in this program, the dealer must have a current reseller agreement on file with Sony, be authorized to sell the qualifying product(s), and must be regularly reporting "sell-through" and "on-hand inventories" to Sony or their Sony Representative on their of Sony Digital Still Camera business. Dealers who are not reporting this information regularly prior to March 31st, 2009 will not be eligible to participate.

Reporting – At the close of the Program Period, participating dealers must report to their local Sony sales representative their on-hand and sell through quantities of all eligible Sony Digital Still Camera products.

Program Requirements

Program Period(s) – Dec 28th 2008 through Jan 10th, 2009

Qualifying Product - DSCS750

Instant Rebate Offers – In order to participate and receive the trailing credits under this voluntary program, in addition to all the other requirements set forth in this document, dealer must provide the following Instant Rebate to customers throughout the Program Period.:

Program Periods	Instant Rebate Offer (during the corresponding Program Period)
December 28th – Jan 10th	Customers purchasing the following model will receive \$20 off at the time of purchase: DSCS750

Advertising / Layout Requirements

Sony reserves the right to make changes to this program at any time

CCLT 030237

Digital Imaging
1/27/2009

DI-08-80 DSC Trailing Credit DSCS750
Page 2

Advertising Layout – If participating dealers elect to advertise this IRO, the advertisement may **not** use the word "only" when referencing dates and discounts in conjunction with the execution of this program. Advertising including terms such as "This Week Only" or "Only This Week" when referencing the qualifying product pricing will **not** be eligible for credits under this program.

Trailing Credits – Subject to the program requirement set forth in this sales news, Sony will pay trailing credits only on Qualifying Products sold during the Program Period. Trailing credit amounts (per unit) are set forth below. A participating dealer who does not meet all of the requirements described in this document shall not be entitled to receive any Trailing Credits under this program. No exceptions will be allowed.

<u>Qualifying Product</u>	<u>Trailing Credit Amount (\$/unit sold)</u>
DSCS750	\$16.00

Program Variances – **Sony reserves the right to refuse any and all payments to any participating dealer if any of the program guidelines are not followed.** Sony reserves the sole right to decide if a participating dealer has performed according to program guidelines.

Claim / Collection Requirements

Claim Submission & Payment – All claims submitted to Sony for the trailing credit amounts must be received no later than close of business Mar 31st, 2009. Sony will reject any trailing credit claims received after this date. Program claims must be submitted as a single package document (participating dealer shall submit all paperwork in a single form for the entire program). Sony will pay all undisputed claims in full within 30 days.

Claim Contents – Claims to Sony must contain the following data:

1. Sell through of product (unit basis) for the week of December 28th, 2008 – Jan 10th, 2009 on a by SKU basis. Credits issued by Sony will not for any reason exceed the amounts defined in the Trailing Credit Section above.
2. Proof that the IRO was provided to DSCS750 customers throughout the Program Period; and
3. Debit Memo for the total trailing credit amount being requested from Sony referencing Sales News **DI-08-80**.

Please note that any deviation from these terms and conditions will result in Sony's refusal to pay trailing credits. Participating dealers who elect to engage in advertising practices outside the above defined requirements will not be eligible for the trailing credit payments described above. This program may be terminated or modified by Sony at any time at its sole discretion.

Credits, Discounts & Rebates Programs

Credits, discounts, rewards and rebates issued to the Retailers under this program are available for use by the Retailers only for the future purchase of products from Sony, are not cash equivalents, do not create a right of payment to the Retailers, and are not deemed earned until products purchased with them are paid for in full. Any such credits, discounts, rewards and rebates are subject to all of Sony's rights under applicable state or federal law, including, but not limited to, its rights of setoff and recoupment.

If Retailer is the subject of a voluntary or involuntary bankruptcy proceeding, Sony will have the full right to effect a reconciliation of accounts with the Retailers by applying any such credits, discounts, rewards and rebates due to the Retailers against amounts due to Sony.

If any merchandise or amounts previously paid by Retailers to Sony are returned, forfeited, or subject to avoidance or similar action for any reason, including in any bankruptcy proceeding or similar proceeding under any similar state or federal law, such credits, discounts, rewards and rebates will be deemed null

Sony reserves the right to make changes to this program at any time

Digital Imaging
1/27/2009

DI-08-80 DSC Trailing Credit DSCS750
Page 3

and void and not earned, and any credits, discounts and rebates previously issued to the Retailers that, for whatever reason, are not deemed null and void, will be used to offset any amounts due Sony.

Credits Administration

CSS please use Reason Code **ZAM** and reference the Sales News **DI-08-80**.

Questions regarding coding of credits, please contact DIAD Finance Kristen George.

Sales News Administration: Pricing Support Services
Email address: Pricing Support Services

Issued/Revised Date:	Issued/Revised By:	Revision No.
December 3, 2008	Pricing Support Services	
January 14, 2009	Pricing Support Services	1

CANCELLED

Sony reserves the right to make changes to this program at any time

SONY

Sony Electronics Inc.

**DSCW120 & DSCW150 Trailing
Credit Program**

DI-08-81-REV2 CANCELLED
Replaced by DI-08-92

Digital Imaging Products Division 2008 Trailing Credit Program -Digital Still Camera Product DSCW120 (all colors), DSCW150 (all colors)

Program Overview – Sony is offering to our authorized retailer base of dealers a promotional program to drive sales of Digital Still Camera DSCW120 (all colors), DSCW150(all colors). The details of this opportunity are described below. This program incorporates an instant rebate offer and trailing credit component that will help participating dealers maximize their profitability on the selected SKU(s).

Eligible Dealers and Reporting

Eligible Dealers – In order to participate in this program, the dealer must have a current reseller agreement on file with Sony, be authorized to sell the Qualifying Product(s), and must be regularly reporting "sell-through" and "on-hand inventories" to Sony or their Sony Representative on their of Sony Digital Still Camera business. Dealers who are not reporting this information regularly prior to March 31st, 2009 will not be eligible to participate.

Reporting – At the close of the Program Period, participating dealers must report to their local Sony sales representative their on-hand and sell through quantities of all eligible Sony Digital Still Camera products.

Program Requirements

Program Period(s) – Jan 11th 2009 through Jan 24th, 2009

Qualifying Product(s) – DSCW120, DSCW120/B, DSCW120/L, DSCW120/P, DSCW150, DSCS150/B, DSCW150/R, DSCW150/N

Instant Rebate Offers – In order to receive the trailing credits under this voluntary program, in addition to all the other requirements set forth in this document, participating Dealers must provide the following instant rebate offer throughout the Program Period:

Program Periods	Instant Rebate Offer (during the corresponding Program Period)
January 11th – Jan 24th	Customers purchasing any of the following models will receive \$50 off at the time of purchase: DSCW120, DSCW120/B, DSCW120/L, DSCW120/P DSCW150, DSCS150/B, DSCW150/R, DSCW150/N

Advertising / Layout Requirements

Sony reserves the right to make changes to this program at any time

CCLT 030240

Digital Imaging
1/27/2009

DI-08-81 DSC Trailing Credit DSCW120 W150-REV2
Page 2

Advertising Layout – If participating dealers elect to advertise this IRO, the advertisement may **not** use the word "only" when referencing dates and discounts in conjunction with the execution of this Program. Advertising including terms such as "This Week Only" or "Only This Week" when referencing the qualifying product pricing will **not** be eligible for credits under this program.

Trailing Credits – Subject to the program requirement set forth in this sales news, Sony will pay trailing credits only on Qualifying Products sold during the Program Period. Trailing credit amounts (per unit) are set forth below. A participating dealer who does not meet all of the requirements described in this document shall not be entitled to receive any Trailing Credits under this program. No exceptions will be allowed.

Qualifying Product	Trailing Credit Amount (\$/unit sold)
DSCW120	\$40.00
DSW120/B	\$40.00
DSW120/L	\$40.00
DSW120/P	\$40.00
DSW150	\$40.00
DSW150/B	\$40.00
DSW150/R	\$40.00
DSW150/N	\$40.00

Program Variances – **Sony reserves the right to refuse any and all payments to any participating dealer if any of the program guidelines are not followed.** Sony reserves the sole right to decide if a participating dealer has performed according to program guidelines.

Claim / Collection Requirements

Claim Submission & Payment – All claims submitted to Sony for the trailing credit amounts must be received no later than close of business Mar 31st, 2009. Sony will reject any trailing credit claims received after this date. Program claims must be submitted as a single package document (participating dealer shall submit all paperwork in a single claim for the entire program). Sony will pay all undisputed claims in full within 30 days.

Claim Contents – Claims to Sony must contain the following data:

1. Sell through of product (unit basis) for the weeks of January 11th, 2009 – Jan 24th, 2009 on a by SKU basis. Credits issued by Sony will not, for any reason exceed the amounts defined in the Trailing Credit Section above.
2. Proof that the IRO was provided to DSCW120 (all colors), DSCW150(all colors) customers throughout the Program Period; and
3. Debit Memo for the total trailing credit amount being requested from Sony referencing Sales News DI-08-81.

Please note that any deviation from these terms and conditions will result in Sony's refusal to pay trailing credits. Participating dealers who elect to engage in advertising practices outside the above defined requirements will not be eligible for the trailing credit payments described above. This program may be terminated or modified by Sony at any time at its sole discretion.

Credits, Discounts & Rebates Programs

Credits, discounts, rewards and rebates issued to the Retailers under this program are available for use by the Retailers only for the future purchase of products from Sony, are not cash equivalents, do not create a right of payment to the Retailers, and are not deemed earned until products purchased with them are paid for in full. Any such credits, discounts, rewards and rebates are subject to all of Sony's

Sony reserves the right to make changes to this program at any time

Digital Imaging
1/27/2009

DI-08-81 DSC Trailing Credit DSCW120 W150-REV2
Page 3

rights under applicable state or federal law, including, but not limited to, its rights of setoff and recoupment.

If Retailer is the subject of a voluntary or involuntary bankruptcy proceeding, Sony will have the full right to effect a reconciliation of accounts with the Retailers by applying any such credits, discounts, rewards and rebates due to the Retailers against amounts due to Sony.

If any merchandise or amounts previously paid by Retailers to Sony are returned, forfeited, or subject to avoidance or similar action for any reason, including in any bankruptcy proceeding or similar proceeding under any similar state or federal law, such credits, discounts, rewards and rebates will be deemed null and void and not earned, and any credits, discounts and rebates previously issued to the Retailers that, for whatever reason, are not deemed null and void, will be used to offset any amounts due to Sony.

Credits Administration

CSS please use Reason Code **ZAM** and reference the Sales News **DI-08-81**.

Questions regarding coding of credits, please contact DIPD Finance Kristen George.

Sales News Administration: Pricing Support Services
Email address: Pricing.Support.Services

Issued/Revised Date:	Issued/Revised By:	Revision No.
December 3, 2008	Pricing Support Services	
December 16, 2008	Pricing Support Services	1
January 14, 2009	Pricing Support Services	2

Sony reserves the right to make changes to this program at any time